



WKXW-FM  
Community Outreach Report  
Q1 2015

Following is a listing of some significant issues responded to by the Station WKXW-FM (NJ101.5), Trenton, New Jersey, along with the most significant programming treatment of those issues for the period of **January 2015 through March 2015**. The listings are by no means exhaustive. The order in which the community outreach events appear does not reflect any priority or significance.

**Issue/Event:** Grand opening of Gigi's Playhouse Down Syndrome Achievement Center

**Date:** Sunday, January 11, 2015

**Time:** 12:00 pm

**Duration:** 2 hours

**Description of Program/Event:** Station promoted awareness by announcing the event on air, on website and by attending the grand opening of Gigi's Playhouse in Hillsborough, NJ. The purpose of Gigi's Playhouse is to provide support to those with Down Syndrome with free educational programs and activities. Event was attended by NJ 101.5 Promotions Coordinator Mike Hildebrandt.

**Issue/Event:** Boy Scout Klondike Derby

**Date:** Saturday, January 31, 2015

**Time:** 8:00 am

**Duration:** 1.5 hours

**Description of Program/Event:** Station promoted awareness by announcing the event on air, on website and by attending the Boy Scout Klondike Derby in Mountainside, NJ. The purpose of this event was to help support the Boy Scout troops of New Jersey. Event was attended by NJ 101.5 Promotions Coordinator Mike Hildebrandt.

**Issue/Event:** Rutgers Spring Career Fair

**Date:** Wednesday, February 4, 2015

**Time:** 10:00 am

**Duration:** 5 hours

**Description of Program/Event:** Station promoted awareness by announcing the event on air, on website and by attending the Rutgers University Spring Career Fair in New Brunswick, NJ. The purpose of the career fair was to provide students with the opportunity to get experience in their field of study by possibly obtaining an internship at the station. WKXW collected resumes and hired interns from this event for the Spring 2015 and Summer 2015 semesters. Event was attended by NJ 101.5 Promotions Coordinator Mike Hildebrandt, NJ 101.5 News Anchor Patrick Lavery and NJ 101.5 Digital Managing Editor Toniann Antonelli.

**Issue/Event:** Cupids Chase 5k

**Date:** Saturday, February 14, 2015

**Time:** 9:00 am

**Duration:** 2 hours

**Description of Program/Event:** Station promoted awareness by announcing the event on air, on website and by attending the Cupids Chase 5k in Princeton, NJ. The purpose of the 5k was to raise awareness and financial support for Community Options, a non-profit that develops housing and employment opportunities for people with severe disabilities. Event was attended by NJ 101.5 Director of Promotions Ray Handel.

**Issue/Event:** Polar Bear Plunge

**Date:** Saturday, February 21, 2015

**Time:** 10:00 am

**Duration:** 5 hours

**Description of Program/Event:** Station promoted awareness by announcing the event on air, on website and by attending the Polar Bear Plunge in Seaside Heights, NJ. The purpose of this event was to help raise money and support for Special Olympics New Jersey. Event was attended by NJ 101.5 Promotions Coordinator Mike Hildebrandt and NJ 101.5 Digital Managing Editor Chris Swendeman.

**Issue/Event:** The College of New Jersey Spring Career & Internship Fair

**Date:** Friday, February 27, 2015

**Time:** 10:00 am

**Duration:** 4 hours

**Description of Program/Event:** Station promoted awareness by announcing the event on air, on website and by attending the TCNJ Spring Career & Internship Fair in Ewing, NJ. The purpose of the career fair was to provide students with the opportunity to get experience in their field of study by possibly obtaining an internship at the station. WKXW collected resumes and hired interns from this event for the Summer 2015 semester. Event was attended by NJ 101.5 Promotions Coordinator Mike Hildebrandt, NJ 101.5 Assistant News Director Annette Petriccione and NJ 101.5 News Anchor Patrick Lavery.

**Issue/Event:** "Media, Ethics & Law" class at Rutgers University

**Date:** Tuesday, March 10, 2015

**Time:** 4:30 pm

**Duration:** 75 minutes

**Description of Program/Event:** NJ 101.5 News Anchor Kelly Waldron Deal spoke before a "Media, Ethics & Law" class at Rutgers University. Kelly covered a variety of topics including the many ethical situations she has faced over the years as a reporter and anchor. In addition, Kelly discussed how students can use their experience at Rutgers to obtain full-time employment after graduating, the role internships can play in getting a job and the work ethic needed in the business to have a successful career. Kelly also discussed the differences between newspaper, television and radio and how their interests in specific areas of the media can help them narrow their focus.

**Issue/Event:** Middlesex County Office of Workforce Development and Woodbridge Township Job Fair

**Date:** Wednesday, March 25, 2015

**Time:** 10:00 am

**Duration:** 3 hours

**Description of Program/Event:** Station promoted awareness by announcing the event on air via newscasts that ran on Monday, March 23 and by attending the Middlesex County Office of Workforce Development and Woodbridge Township Job Fair at the Woodbridge Community Center in Woodbridge, NJ. The purpose of the job fair was to link community members looking for jobs with 70 employers in various industries seeking full-time workers. During the job fair, staff from WKXW discussed and collected resumes for four of the station's job openings. The job openings discussed included: Media and Digital Sales Executive, Senior Digital Sales Executive, Entry Level Digital Media Sales Executive and Part-Time Broadcast Talent. The event was attended by NJ 101.5 Sales Manager Casey Waggoner, a hiring manager, and NJ 101.5 Sales Assistant Allison Dowd.

**Issue/ Event:** Walk for Hope

**Date:** Saturday, March 28, 2015

**Time:** 9:00 am

**Duration:** 3 hours

**Description of Program/Event:** Station promoted awareness by announcing the event on air, on website and by attending the Walk for Hope at Mercer County Park in West Windsor, NJ. The purpose of the event was to support Catholic Charities, a non-profit whose mission is to reduce poverty by providing addiction treatment and domestic violence services to anyone in need. Event was attended by NJ 101.5 Promotions Coordinator Mike Hildebrandt.

**Issue/Event:** NJ Walks for Tourette Syndrome

**Date:** Sunday, March 29, 2015

**Time:** 1:00 pm

**Duration:** 3 hours

**Description of Program/Event:** Station promoted awareness by announcing the event on air, on website and by attending the NJ Walks for Tourette Syndrome event at Mercer County Park in West Windsor, NJ. The purpose of the event was to provide awareness and help support funds for the New Jersey Center for Tourette Syndrome. Event was attended by NJ 101.5 Promotions Coordinator Mike Hildebrandt.

**Issue/Event:** Mercer County Community College Career & Internship Fair

**Date:** Tuesday, March 31, 2015

**Time:** 10:00 am

**Duration:** 3 hours

**Description of Program/Event:** Station promoted awareness by announcing the event on air, on website and by attending the MCCC Career & Internship Fair in West Windsor, NJ. The purpose of the career fair was to provide students with the opportunity to get experience in their field of study by possibly obtaining an

internship at the station. WKXW collected resumes and hired interns from this event for Summer 2015 and Fall 2015 semesters. Event was attended by NJ 101.5 Promotions Coordinator Mike Hildebrandt.